

Sabre

Sabre | Measuring Social Media Success

THE CHALLENGE

Anyone who has traveled has probably used the technology provided by Sabre Corporation, which touches almost every stage of travel experience today. Their technology helps connect airlines, hotels, car rental companies, cruise lines, travel agencies, and (yes) the travelers themselves.

OBJECTIVE

Sabre contacted Pierpont and asked for assistance in developing and executing a more robust social media strategy.

SOLUTION

Working closely with the communications team at Sabre, Pierpont formulated a proactive approach to social media, tying together and leveraging contributions from all the company's business units (Sabre Airline Solutions, Sabre Hospitality Solutions and Sabre Travel Network). Pierpont also began closely monitoring and crafting responses to social media engagement from journalists, online influencers and Sabre's followers.

RESULTS

The results: Steady and measurable increases in key social metrics for Sabre.

- Twitter: Average engagement rate rose to 0.5% (10 times the Twitter average of 0.048%) and peaks associated with positive news focused on Sabre's CEO and its acquisition of Farelogix
- Facebook: New fans joined Sabre's Facebook page at a steady rate, pushing the total to nearly 25,000 in March 2019
- LinkedIn: More creative content, including high-quality imagery, boosted Sabre's engagement rate on LinkedIn to 2.4%

Pierpont has also helped Sabre reduce its response time to questions, comments and complaints on social media from days to hours.

